

**We Claim:**

1. A method of operating a video entertainment system comprising:  
generating profiles for plural users, said profiles being based, at least in part, on  
two video viewing habits;

5 presenting to a first viewer a listing of available programs that appeared favored  
by other viewers with similar profiles;

wherein the system can suggest to a viewer other programs based on similar  
viewers' preferences.

10 2. A method of operating a video system, the system including a video input, a  
controller, and a store, the method comprising:

monitoring a user's viewing habits to determine a favorite broadcast video  
program; and

15 copying the video program to the store if the user is not viewing said program  
when broadcast;

wherein the user need not plan in advance to record a favorite program, because  
the favorite program is automatically recorded if it is not viewed by the user when  
broadcast.

20 3. The method of claim 2 including:

monitoring the user's viewing habits to determine a ranking of viewed broadcast  
video programs by viewing frequency; and

copying to the store plural programs that are not viewed by the user when  
broadcast, in accordance with said ranking.

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4. The method of claim 2 including:

defining plural viewing channels;

on certain of said channels, presenting television programs for viewing;

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on at least one of said channels, presenting said copied video program for viewing.

5        5. The method of claim 2 which includes listing the copied video in an electronic program guide associated with the system, together with a viewing channel on which the copied video can be viewed.

10        6. The method of claim 4, further comprising:  
maintaining the copied video program after viewing.

15        7. The method of claim 4, wherein as space is needed, said copied video programs are overwritten in the following priority, first overwrite viewed copied video programs, then overwrite non-viewed copied video programs.

20        8. A method of operating a computer implemented interactive entertainment system comprising:

logging entertainment selections of plural users;  
generating affinity groupings based on similarities in the entertainment selections of plural users;

25        determining an affinity grouping for a first user based on the first user's entertainment selections; and

presenting to the first user available programs favored by members of the determined affinity grouping.

30        9. The method of claim 8, further comprising:  
defining plural entertainment channels comprising broadcast television and at least one interactive entertainment channel; and

upon switching to an electronic programming guide, highlighting programs in the determined affinity grouping.

10. The method of claim 8 wherein said presenting of available programs are  
5 presented in response to a viewer query.

11. The method of claim 8 wherein said presenting of available programs are presented autonomously by the interactive entertainment system.

10 12. A method of operating a computer implemented interactive entertainment system comprising:

logging entertainment selections of plural users;

generating affinity groupings based on similarities in the entertainment selections logged;

15 polling a first user on a user interface to determine the first user's favorite entertainment;

determining an affinity grouping similar to the first user's favorite entertainment; and

20 presenting the first user a listing of available programs favored by members of the determined affinity grouping.

13. The method of claim 12 wherein upon returning to an interactive entertainment channel, the system automatically cycles through plural selections in the determined affinity grouping.

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